



**ucan**  
do something  
about cancer  
Utah Cancer Action Network

# Primary Prevention *Success*

REDUCING THE RISK FACTORS  
THAT LEAD TO CANCER

*Utah has one of the highest incidence rates of melanoma skin cancer in the country. Employees who work outside at ski resorts are at high risk due to their increased exposure to ultraviolet radiation.*

## Teaching Ski Area Employees about Sun Safety

Utah has one of the highest incidence rates of melanoma skin cancer in the country. In 2010, there were 743 new cases of melanoma, or almost 33 new cases of melanoma for every 100,000 Utahns. Only 55% of Utah adults aged 18-34 usually or always practiced one or more sun-safe behaviors according to combined data from the 2006-2010 Behavioral Risk Factor Surveillance Survey.

Employees who work outside at ski resorts are at especially high risk for melanoma. Their increased exposure to ultraviolet (UV) radiation due to the high altitude and reflection of sunlight off the snow causes this higher risk. It is important for ski area

employees, especially those who work outside, to understand the risk factors for melanoma skin cancer, and take steps to protect their skin. These steps include wearing long sleeves and pants, wearing a hat that covers the ears, and putting sunscreen on any exposed skin. It's also important for these employees to have their skin checked for skin cancer.

Huntsman Cancer Institute partnered with the Utah Cancer Action Network and local ski resorts to educate ski area employees about skin cancer and sun safety. The program, called *Sun Safe on the Slopes*, was originally implemented during the 2011-2012 ski seasons with Deer Valley



*Continued on other side*



## Do you have a success story?

Members of the Utah Cancer Action Network do great work that results in fewer cancer cases, fewer cancer-related deaths, and a better quality of life—and we want to hear about it! Submit a one-page success story about a project your organization has worked on, and each month we'll feature a different story on the UCAN website ([www.UCAN.cc](http://www.UCAN.cc)).

To find out how to submit your story, contact Kristi Smith at 801.538.6190 or [kwilcoxson@utah.gov](mailto:kwilcoxson@utah.gov).



*Continued from front page*

Ski Resort and Snowbird Ski Resort. Program planners based the project on evidence-based interventions from *The Guide to Community Preventive Services*, and the research-tested intervention program *Go Sun Smart*.

The program provided ski area employees with:

- Information about the dangers of skin cancer and importance of sun safety through posters, presentations, employee newsletters, and informational booths,

*We had a skin cancer survivor in the ski community and a dermatologist who helped champion this cause. Without their knowledge, experience and connections, we wouldn't have been able to accomplish all of this. It really took a passionate hard-working team to get this far.*

*- Lori Maness*

## Utah has one of the highest melanoma incidence rates in the country.

*Ski area employees are at a higher risk of developing melanoma due to the high altitude and sunlight reflecting off the snow.*

- Free full-body skin cancer screenings, and
- Sunscreen.

The program was expanded to include additional ski resorts for the 2012-2013 ski season. In addition to Deer Valley and Snowbird Ski Resorts, Park City Mountain Resort, Brighton Ski Resort, and the Canyons Ski Resort all participated in at least one portion of the program.

Due to the success of the program, Huntsman Cancer Institute is developing a webpage where ski resorts across the country can access program materials.

A large part of the reason this program has been so successful is the dedication of the project's two community champions, Dan Steffen and Dr. Chris Hull.

Mr. Steffen is an instructor at Deer Valley Ski Resort, and he is also a melanoma survivor. He provided a great deal of insight and inspiration for this program.

Dr. Chris Hull, a dermatologist and associate professor at the University of Utah, has an interest in populations who get high levels of UV radiation. He has done studies on bicyclists and pilots about the level of UV exposure they receive. Dr. Hull has been a strong advocate in skin cancer prevention and screening in high-risk populations and pivotal to the success of *Sun Safe on the Slopes* by providing free skin cancer screenings for employees of local ski resorts.

Huntsman Cancer Institute's Public Outreach Coordinator, Lori Maness, was also critical to the success of this project. She coordinated the development of project materials and maintained contact with all of the partners involved. Her hard work made the project a reality.

This project is an excellent example of both public health and non-traditional partners coming together to implement an evidence-based project outlined in *Utah's Comprehensive Cancer Prevention and Control Plan, 2011-2015*.

## RAISING AWARENESS ABOUT SKIN CANCER



Huntsman Cancer Institute served as the lead agency on this project. To find out more about any of the activities here, please contact Lori Maness at [lori.maness@hci.utah.edu](mailto:lori.maness@hci.utah.edu).

Much of the information regarding the various aspects of this project is also available on Huntsman Cancer Institute's website. For more information, visit [HuntsmanCancer.org](http://HuntsmanCancer.org) (under "Cancer Information" select "Outreach Programs" and then click on the "Sun Safe on the Slopes" link on the left side of the page).

The **Community Guide to Preventive Services** has identified evidence-based strategies for providing education about skin cancer and sun safety. Recommendations include:

- Implementing interventions in primary and middle schools. Interventions could include education, supportive behaviors, environmental changes, and policy changes. Interventions could also aim to change knowledge, attitudes, or behaviors of teachers and parents.
- Implementing interventions in outdoor recreation settings.
- Multicomponent, community-wide interventions. These are interventions that combine individual-level strategies, mass-media campaigns, and environmental and policy changes. They are usually connected through a theme and set messages.

The Community Guide to Preventive Services may be accessed at [www.TheCommunityGuide.org](http://www.TheCommunityGuide.org).



**ucan**  
do something  
about cancer

Utah Cancer Action Network